

Sarah Wheller

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Work Experience

Aquatic Location Manager

February 2023 to Present

- Oversee the daily operations of the facility, including scheduling, staffing, and customer service
- I am responsible for ensuring the safety of all swimmers and maintaining a clean and organized environment
- I work closely with the swim instructors to develop and implement lesson plans that meet the needs of students of all ages and skill levels
- I am a strong communicator and team player, able to handle customer complaints and conflicts with professionalism and tact
- I am committed to promoting water safety and helping individuals of all ages and skill levels become confident swimmers.

Marketing Specialist

Parmac Relationship Marketing

February 2023 to Present

- Develop and implement strategies to generate leads and increase sales through email campaigns, social media, SEO, PPC, and other initiatives
- Analyze data to measure effectiveness of marketing campaigns
- Work with the sales team to align efforts with company goals
- Stay up-to-date with the latest trends and technologies in digital marketing to keep the company competitive

Digital Marketing Specialist

Independent-Remote

January 2019 to Present

For small business and hotels

Focused on advertising strategies and business reports

Using social media to promote

Coordinator/Instructor

Private Swim Instruction & Life Guarding Services-Durham, CA

July 2017 to Present

Coordinate experiences and create customized programs for various clients

- Facilitate valuable lessons for students of all ages
- Maintain a safe environment, developed and maintained COVID-19 safety protocols
- Educating individuals on the fundamentals of swimming and life safety
- Supervising and managing aquatic events

Swim Instructor/Lifeguard

Private Swim Instruction & Life Guarding Services

July 2017 to Present

Coordinate experiences and create customized programs for various clients

- Facilitate valuable lessons for students of all ages
- Maintain a safe environment
- Educating individuals on the fundamentals of swimming

Server

Ramen Ria-New Zealand, PE

August 2022 to October 2022

- Providing excellent wait service to ensure satisfaction
- Taking customer orders and delivering food and beverages
- Making menu recommendations, answering questions and sharing additional information with restaurant patrons
- Ensuring everyone leaves the restaurant happy

Staff and server

Station Creek Golf Club

May 2021 to September 2021

Head Lifeguard

Private Swim Instruction & Life Guarding Services

June 2020 to June 2020

Provided leadership, training and supervision to team members

- Maintained safe and friendly working environment while following all policies and protocols
- Appropriately addressed concerns while providing exceptional customer service
- Provided guidance to staff and patrons related to requirements pertaining to COVID-19

Volunteer Swim Instructor

The Town of Whitby-Whitby, Whitby, NZ

May 2016 to August 2017

Assisted with all levels of swim classes

- Generated enjoyable learning modules for various age groups
- Interacted with others to create an engaging environment
- Promoted growth and development in several students

Education

Bachelor's Degree in BAH- Business Administration and Sociology

Trent University

September 2019 to January 2022

University of Ottawa

September 2018 to April 2019

Skills

- Microsoft Office
- Microsoft Word (6 years)
- Sales (3 years)
- Email Marketing
- Standard First Aid with CPR-C, May 2019
- Public Relations
- Budgeting
- Google Analytics
- Digital Marketing
- National Lifeguard
- Project management
- B2B (1 year)
- Administrative experience
- Microsoft Excel (6 years)
- Content Creation
- Facebook Advertising

Certifications and Licenses

Google Analytics Certification

March 2023 to Present

Smart Serve

June 2021 to Present